

Miami-Dade County BRANDING STYLE GUIDE



MAY 2004

Contents

Introduction.	1
Authority to Brand.	2
Resolution	3
Some General Rules	4
Official County Logo	5
Logo with Vision Statement	6
Color Standards.	7
Typography	8
E-mail Signatures.	9
Stationery	10
Memorandum Stationery	11
Construction Signage.	12
County Identification Card	13
History of the County Brand	14

Introduction

The purpose of this guide is to establish and maintain the consistent use of the official County logo and color palette, thereby, establishing the County brand. Branding County services will increase public awareness of what we do, build confidence in County government, and ultimately, increase support for County services and programs.

Marketing and public information professionals can access the Branding web page at <http://www.miamidade.gov/webguide/logo/index.htm>. We see this guide as a work-in-progress, one that will expand and be refined over time. In fact, we look forward to receiving your comments and suggestions as to how we can improve its content. In the months ahead, we will be introducing a website that explains County branding in detail including specifications, color palette, usage and other relevant information. In addition, the website will be a place where departments can view each others marketing materials with the new brand.

Authority to Brand

On April 13, 2004, the Board of County Commissioners accepted the County Manager's recommendation and adopted the refreshed County logo as the official County brand. In addition, the Board recognized that a uniform countywide image and brand will increase public awareness of County services provided by departments, build confidence in County government, and ultimately, increase support for County services and programs. Further, the Board directed and empowered the County Manager with full authority to implement the standard use of the County logo in all County departments as the official County brand.

On May 11, 2004, the Board approved Resolution R-643-04 adopting the refreshed County logo as the official County brand and set forth the governing procedure for all departments of County government as well as the implementation procedures for its use.

Resolution: R-643-04

Final Action: 5/11/2004

RESOLUTION DIRECTING COUNTY MANAGER TO IMPLEMENT PROCEDURES FOR THE USE OF THE "REFRESHED" COUNTY LOGO AS THE OFFICIAL COUNTY BRAND

WHEREAS, on April 13, 2004, the Board of County Commissioners accepted the County Manager's recommendation and adopted the "refreshed" County logo as the official County brand; and

WHEREAS, the Board of County Commissioners recognized that a uniform countywide image and brand will increase public awareness of County services provided by departments, build confidence in County government, and ultimately, increase support for County services and programs; and

WHEREAS, the Board of County Commissioners desire that the County Manager have full authority to implement procedures for the use of the "refreshed" County logo in all County departments as the official County brand.

NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF COUNTY COMMISSIONERS OF MIAMI-DADE COUNTY, FLORIDA, that the County Manager is hereby directed to implement the "refreshed" County logo as the official County brand in accordance with the following procedures:

1. The "refreshed" County logo will be prominently displayed on all County public information and promotional material, and particularly County assets, e.g., facility and other signage including transit signage, construction signs, vehicles, buses, light and heavy rail cars.
2. County departments will adhere to the graphic standards outlined in the County Branding Style Guide which will be used to facilitate the implementation of the branding program in all County departments.
3. County departments will discontinue the use of all other department logos unless they meet the criteria for continued use outlined in the County Branding Style Guide. As an example, departments with primary markets outside of Miami-Dade County, e.g., Aviation and Seaport, may be approved by the County Manager on a case-by-case basis to continue the use of their long-established department logo in conjunction with the County logo as specified in the County Branding Style Guide. Public safety departments with State statutory and other requirements for unique identifiers for their employees, e.g., badges and uniform patches, will continue to use their current identifier and incorporate the County logo with its use as specified in the County Branding Style Guide.

Some General Rules

The official logo will be prominently displayed on all County public information and promotional material, and particularly County assets, e.g., facility signage, other signage, and vehicles.

The logo cannot be graphically changed in any way. This includes its proportions, fonts, color applications as outlined in this guide.



Official County Logo

The logo must be used in one of three ways: 1) as a three-color graphic, 2) a one color graphic, or 3) reversed out, e.g., white logo on black background. No other colors, shades or screens may be used.

Three colors:



One color:



Reverse out:



Updated Logo

Always use approved artwork -- available at <http://www.miamidade.gov/webguide/logo/index.htm> when reproducing the Miami-Dade County logo.

If you have questions, contact:
higer@miamidade.gov

Official County Logo with BCC-approved Vision Statement

The logo with County Vision Statement must be used in one of three ways: 1) as a three-color graphic, 2) a one-color graphic, or 3) reversed out, e.g., white logo on black background. No other colors, shades or screens may be used.

Three colors:



One color:



Reverse out:

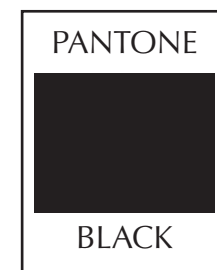


Color Standards

The Miami-Dade County logo is a three-color graphic and is the preferred version to be used whenever possible for communication materials, including print advertising, television advertising, collateral materials, direct marketing and electronic media.

Color Definitions:

Pantone 576 green Pantone 300 blue 100% black



Pantone® is a registered trademark of Pantone, Inc.

Typography

These fonts were selected for readability and ease of use. They should be used in public information items, such as public and employment notices in newspapers, press releases, and County assets, such as signage or vehicles.

GILL SANS MT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ARIAL

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Font Characteristics

Never distort, condense, stretch or alter
the corporate typeface in any way.

OPTIMA

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ARIAL NARROW

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

E-mail Signatures

Users of the county's e-mail system should create an e-mail signature which is automatically sent with each message.

- Use 10 point Arial font for all text.
- The slogan should appear as the last line of the signature, set in *italics* and quote marks.
- Your name and the name of your department should appear in **bold**.
- Include a phone number where you can be reached
- Include the url (web address) to the County's website.

Follow these formats:

Sample short form:

Bernard McGriff, Director
Miami-Dade County General Services Administration
305-375-1111
miamidade.gov
"Delivering Excellence Every Day"

Sample long form:

Bernard McGriff, Director
Miami-Dade County General Services Administration
111 NW 1st Street o Suite 2410 o Miami, Florida 33120-1900
305-375-1111 Phone 305-375-2222 Fax
305-375-3333 Cell 305-375-4444 Pager
www.miamidade.gov/gsa
"Delivering Excellence Every Day"

Miami-Dade County is a public entity subject to Chapter 119 of the Florida Statutes concerning public records. E-mail messages are covered under such laws and thus subject to disclosure.

This example of the long form shows the format and order in which additional information can be included. Do not include cell phone or pager information if you do not want everyone to contact you using those numbers. The public records disclaimer is also optional. When used, it should appear as the last line of the signature.

Stationery



General Services Administration
111 NW 1st Street • Suite 2410
Miami, Florida 33128-1900
T 305-375-4513 F 305-375-4523

miamidade.gov

Agenda Coordination
Art in Public Places
Audit and Management Services
Aviation
Building Code Compliance
Building
Business Development
Capital Improvements
Commission on Ethics and Public Trust
Communications
Community Action Agency
Community & Economic Development
Community Relations
Consumer Services
Corrections & Rehabilitation
County Attorney
Cultural Affairs
Enterprise Technology Services
Elections
Employee Relations
Environmental Resources Management
Finance
Fire Rescue
General Services Administration
Homeless Trust
Housing Agency
Housing Finance Authority
Human Services
Independent Review Panel
International Trade Consortium
Juvenile Assessment Center
Libraries
Medical Examiner
Metropolitan Planning Organization
Office of Emergency Management
Office of Fair Employment Practices
Park and Recreation
Planning and Zoning
Police
Procurement
Property Appraiser
Public Works
Safe Neighborhood Parks
Seaport
Solid Waste Management
Strategic Business Management
Team Metro
Transit
Vizcaya Museum and Gardens
Water and Sewer



Delivering Excellence Every Day

General Services Administration
111 NW 1st Street • Suite 2410
Miami, Florida 33128-1900
miamidade.gov

Bernard McGriff
Director

General Services Administration
111 NW 1st Street • Suite 2410
Miami, Florida 33120-1900
305-375-4513 Fax 305-375-4523
Pager 305-111-1111
NSSa@miamidade.gov




Delivering Excellence Every Day

miamidade.gov

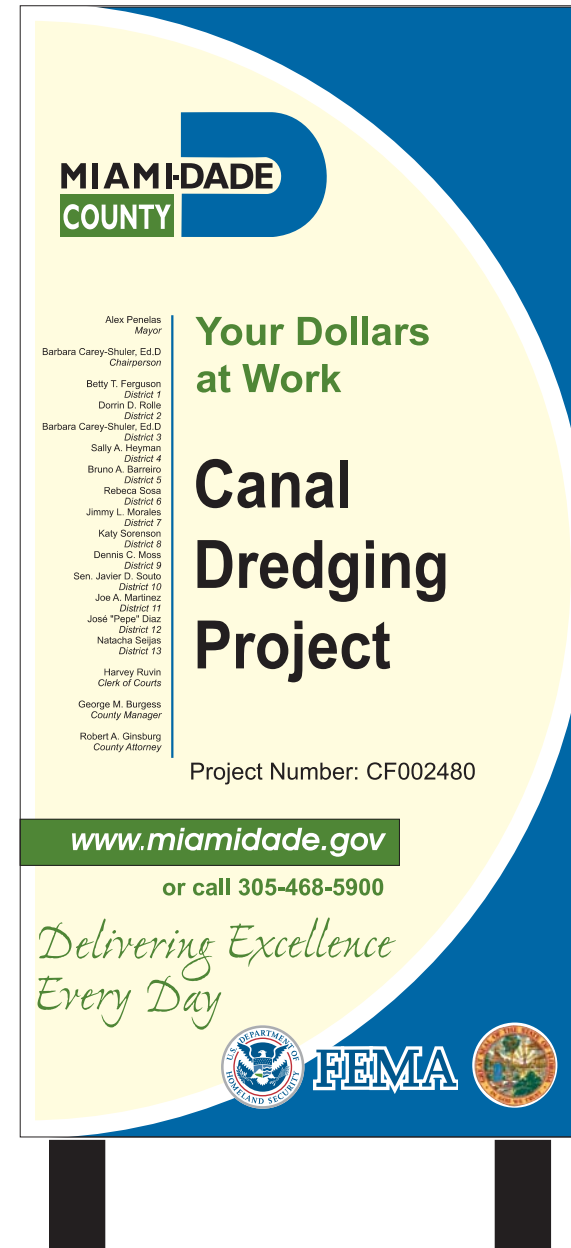
MIAMI-DADE
COUNTY
Delivering Excellence Every Day

Memorandum Stationery

Date:	Memorandum 
To:	
From:	
Subject:	

Construction Signage

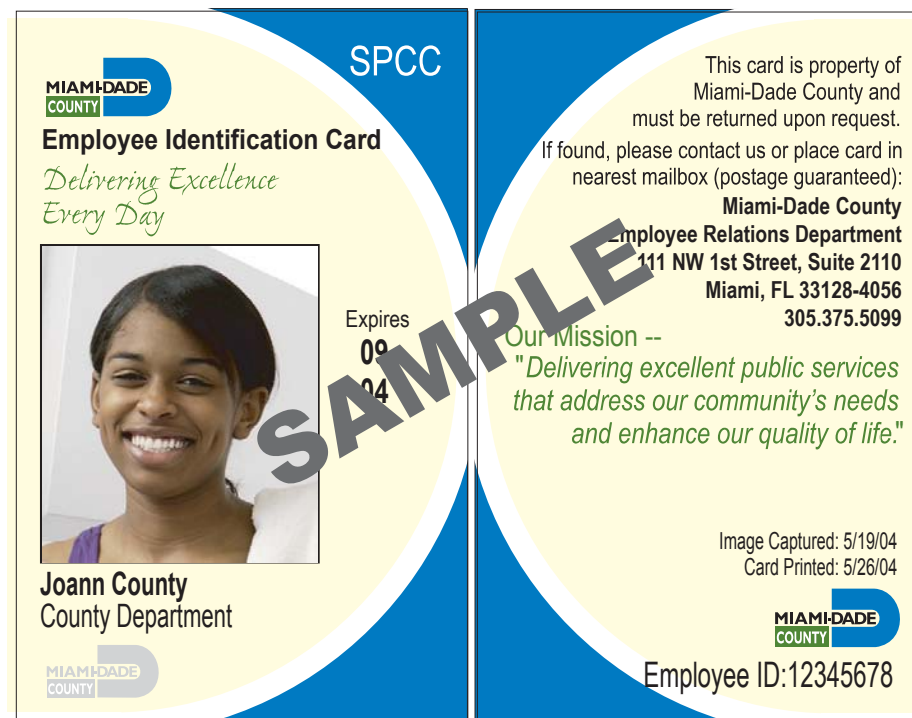
Construction Signs
If you have questions, contact:
msmart@miamidade.gov



County Identification Card

front:

back:



History of the County Brand

How did we become “blue and green” in the first place?

- In the mid-1970s, the County embarked on a program to establish the countywide transit system. In conjunction with this effort, the County acquired approximately nine privately-owned local bus companies. Each company had a distinct service area, name and graphic identity resulting in a fleet of mismatched buses and an array of signage. County staff was charged with developing a single brand for the new countywide transit system. While various colors were proposed including orange, brown and yellow, staff recommended blue and green. Why? Because they believed these colors best represented the county - blue symbolizing its water and sky; green symbolizing its lush tropical foliage.
- In 1978, the transit colors were approved by the Board of County Commissioners. At the media event on Courthouse steps, Commissioners and media viewed the all white buses with bold blue and green stripes. When reporters asked Commissioner Clara Oesterle about the new color scheme, she said, "Metro-Dade County - we're blue, green and clean!" The next day the blue and green bus was featured in full color on the front page of The Miami Herald with the Commissioner's quote. Soon after, the County extended the use of the blue and green colors to all County departments along with the "bob sled" logo.
- In the 1990s, County departments began creating individual logos for their organizations. Many departments stopped using the County logo altogether. A 2003 review of County and department logos revealed that there were more logos in use than departments (50 departments and about 55 department logos) of various graphic designs, quality and colors. The result was confusing to the public and promoted a "stove pipe" approach to delivering County services and programs. Marketing research demonstrated that the majority of residents lacked a basic understanding of what services the County provides or how these services benefit them.

History of the County Brand continued...

- On November 6, 2003, the Board of County Commissioners accepted the County Manager's report that outlines policy direction on the initiative to brand County government and directed County graphic design professional staff to provide alternative Miami-Dade County logo treatments for their consideration. To ensure a uniform approach to branding, a graphic design team consisting of graphic professionals from eight County departments was assembled for this task. As a result of this extensive process, the design team unanimously recommended that the County: 1) refresh the logo by revising the blue and green color palette, 2) include the word "County" in the refreshed design to accurately state who we are - Miami-Dade County, and 3) establish a policy mandating the use of the County logo. The usage would be defined in an official County branding style guide.
- On April 13, 2004, the Board of County Commissioners accepted the County Manager's recommendation and adopted the refreshed County logo as the official County brand. In addition, the Board recognized that a uniform countywide image and brand will increase public awareness of County services provided by departments, build confidence in County government, and ultimately, increase support for County services and programs. Further, the Board directed and empowered the County Manager with full authority to implement the standard use of the County logo in all County departments as the official County brand.
- On May 11, 2004, the Board approved Resolution R-643-04 adopting the refreshed County logo as the official County brand and set forth the governing procedure for all departments of County government as well as implementation procedures its use